

ORDER



Orders
Order / Rev: 364654
Alt Order #: 06867185
Product Desc: NRCC/JOE HECK
Estimate: 3060
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: HOUSE, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$14,175.00	\$12,048.75
10/29/12	10/30/12	10	\$3,950.00	\$3,357.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$14,175.00	\$12,048.75	0.00
November 2012	10	\$3,950.00	\$3,357.50	0.00
Totals	37	\$18,125.00	\$15,406.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTNV - Las Vegas	26%	\$18,125.00
Market	100%	\$69,711.54

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$23,701.92
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	31%	\$21,610.58
KTUD	1%	\$697.12
KVMY	4%	\$2,788.46
KVVU	4%	\$2,788.46
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Alt Order #: 06867185
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heck, Joe
Product Desc: NRCC/JOE HECK
Estimate: 3060

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KTNV	10/24/12	10/26/12	M-F 6-7am Action News	CM	M-F 6-7a	--WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$325.00		0.00			
2	KTNV	10/29/12	10/30/12	M-F 6-7am Action News	CM	M-F 6-7a	MT-----	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$325.00		0.00			
3	KTNV	10/24/12	10/26/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$325.00		0.00			
4	KTNV	10/29/12	10/30/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	MT-----	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$325.00		0.00			
5	KTNV	10/24/12	10/26/12	M-F 11-12p Action News	CM	M-F 11-12p	--WTF--	:30	2	\$300.00	P-05	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					2	\$300.00		0.00			
6	KTNV	10/29/12	10/30/12	M-F 11-12p Action News	CM	M-F 11-12p	MT-----	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$300.00		0.00			
7	KTNV	10/24/12	10/26/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	--WTF--	:30	3	\$350.00	P-05	0.00	NM	3	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$350.00		0.00			
8	KTNV	10/29/12	10/30/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	MT-----	:30	1	\$350.00	P-05	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$350.00		0.00			
9	KTNV	10/24/12	10/26/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	--WTF--	:30	3	\$400.00	P-05	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$400.00		0.00			
10	KTNV	10/29/12	10/30/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	MT-----	:30	2	\$400.00	P-05	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$400.00		0.00			
11	KTNV	10/24/12	10/26/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	--WTF--	:30	3	\$600.00	P-05	0.00	NM	3	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$600.00		0.00			
12	KTNV	10/29/12	10/30/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	MT-----	:30	2	\$600.00	P-05	0.00	NM	2	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$600.00		0.00			
13	KTNV	10/27/12	10/27/12		CM	Sat 7a-8a GMA	-----S-	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 7a GMA											
				Sat 7a-8a GMA											
GD MRN SAT ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$275.00		0.00				
14	KTNV	10/27/12	10/27/12	Sat 11-11:35p Action News	CM	Sat 11-11:35p	-----S-	:30	1	\$500.00	P-05	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		1			\$500.00		0.00				
15	KTNV	10/28/12	10/28/12	Sun 6a Sun 6a-7a	CM	Sun 6a-7a	-----S	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$250.00		0.00				
16	KTNV	10/28/12	10/28/12	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA	-----S	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
GD MRN SUN ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$275.00		0.00				
17	KTNV	10/28/12	10/28/12	Sun 8a Sun 8a-9a	CM	Sun 8a-9a	-----S	:30	1	\$275.00	P-05	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$275.00		0.00				
18	KTNV	10/28/12	10/28/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$400.00	P-05	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$400.00		0.00				
19	KTNV	10/28/12	10/28/12	Sun 11-11:35p Action News	CM	Sun 11-11:35p	-----S	:30	1	\$600.00	P-05	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S		1			\$600.00		0.00				
E 20	KTNV	10/26/12	10/26/12	Fri ABC Prime C 20/20	CM	20/20	----F--	:30	1	\$2,000.00	P-05	0.00	NM	1	\$2,000.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--		1			\$2,000.00		0.00				
E 21	KTNV	10/27/12	10/27/12	College Football Primetime College Football Primetime	CM	4p-830p (5:00 PM-8:30 PM)	-----S-	:30	2	\$1,500.00	P-05	0.00	NM	2	\$3,000.00
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S-		2			\$1,500.00		0.00				
Totals													37	\$18,125.00	